



Facebook Live Open House LIGHTS CAMERA ACTION!



FIRST STEP

Obtain written consent from the Seller (email is fine).

ADVERTISE

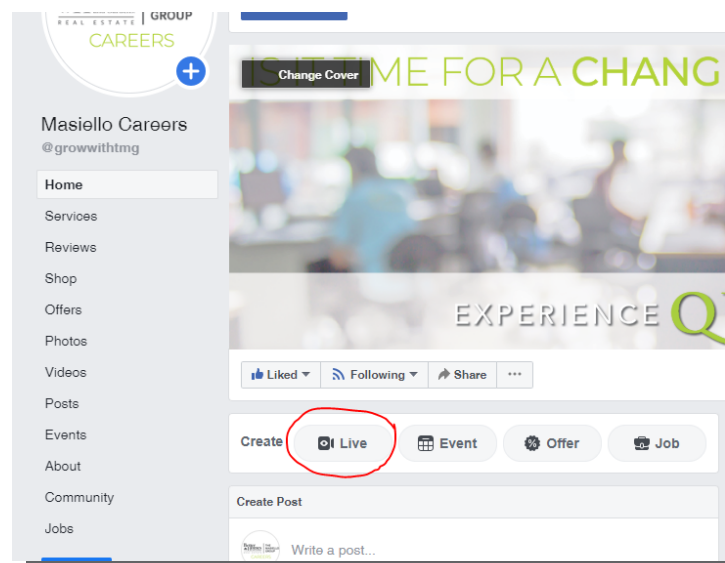
- Download a graphic from <https://www.team-masiello.com/stock-photos-for-sellers> to use in your promotion.
- Send an E-card to your sphere in TMGConnect.
- Post in local town and neighborhood groups. Include a link to your Facebook business page with date and time of your open house.
- Post on all of your social media platforms.
- Run a Facebook ad.
- Have the Homeowner and their friends and family post the open house announcement.
- Put up an open house sign with a rider that has all of the Facebook information on it.

AT THE HOME

- Do a practice run using the video feature of your phone.
- Pick out some unique features of the home inside and out that you can repeatedly feature. Choose 10-15 places/features and have them camera-ready.
- Pick a starting point and have it completely clutter free and staged!

TIME TO GO LIVE

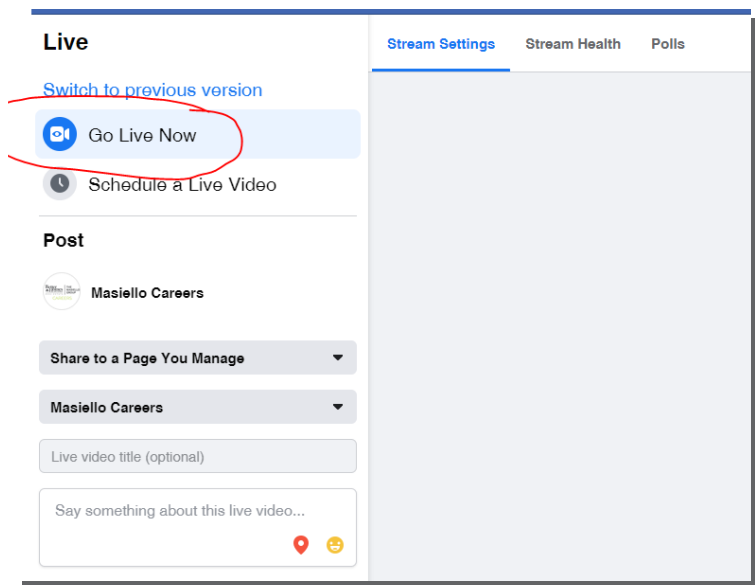
- Lock the door. Now is not the time for a visitor.
- Set Up the Live Video on Facebook:
- From your business page, find the Create area and click Live:



**Better
Homes
and Gardens.**
REAL ESTATE

**THE
MASIELLO
GROUP**

THEN CLICK GO LIVE NOW



- Introduce yourself. You will want to do this multiple times during your live as people come and go from the video.
- Ask the viewers to follow you. Have them private message you their contact information so you can send them the complete book of information on the property.
- Start your tour. Open cupboards and show off that really cool pantry.
- Does it have a multi-head super cool shower? Amazing deck with fire pit and killer views? Show those features!!!
- Offer to send them a copy of your buyers' guide.
- Engage the viewer. Ask them questions? What would they like to see in the home?
- Educate the viewer about the home? Super insulated, marble from Italy?
- Know your facts and be able to talk about them.
- KEEP GOING! Important to stay on for 15-30 mins. You need people to have time to remember to tune in and tell others to as well.

AFTER THE LIVE

- POST POST POST!
- Make sure you go back to all the places you advertised the live and post the recording.
- Answer any questions you were asked on the live that you need to get back to the person with.
- Send out any information you promised such as home information and Buyer or Seller packets.

TECH TIPS

- If possible use a camera stabilizer. This will make a huge impact on the quality of the live. Here's one package that some of our agents have used and had success with - <https://amzn.to/2QmMEPx>
- Be on wifi for better connection.
- Have a fully charged phone.
- Have notes on the features of the home and the features that you are highlighting.
- Have fun!!!!

DID YOU HOST A VIRTUAL OPEN HOUSE?

We'd love to hear your success stories on our Pump Up The Volume Facebook Group.

Share and let us follow along!

